

Social Media Intern for Woodsy Owl (Give A Hoot, Don't Pollute!)



Project Title	Social Media Intern for Woodsy Owl (Give A Hoot, Don't Pollute!)
Project Summary	Develop social media content for America's environmental icon Woodsy Owl. We want to encourage people to "Give A Hoot, Don't Pollute" and "Lend a Hand, Care for the Land" and highlight the beauty, awe and benefits of getting outside into nature.
Country	United States

Project Description

For over 45 years, America's original and official environmental icon Woodsy Owl has been an anti-pollution symbol teaching us to "Give a hoot; don't pollute!" Since his creation in 1971, Woodsy has been instrumental in helping teachers and parents inspire children to care actively for the environment. Like his good friend Smokey bear, Woodsy Owl is part of the United States Department of Agriculture (USDA), Forest Service, and a protected symbol under Public Law 93-318. Caring, friendly, and wise, Woodsy is positive, easily understood, and generates an interest in stewardship of natural resources. Woodsy invites folks to see the world around them and explore their surroundings.

The perfect candidate is someone passionate about nature and the outdoors and will channel this passion into creating original social media content--including posts, infographics, photographs, and videos--to excite others to get outdoors into nature. Working knowledge and familiarity with social media tools (such as Twitter, Facebook and Instagram) and basic office automation software (Microsoft Office, Excel, Powerpoint) are necessary.

Required Skills or Interests

Skill(s)

Editing and proofreading

Graphic design

Infographic design

Social media management

Videography

Writing

Additional Information

Depending on your geographic location, there may be opportunities to participate in Woodsy Owl activities in the field. Possible (funded) travel could be possible--depending on length of internship and your commitment and productivity.

Language Requirements

None